

Spreading the Message on the Environment

We provide people the opportunity to reflect on environmental issues by engaging in environment-focused events and public relations activities.

Cosmo Earth Conscious Act



Cosmo Oil has formed a partnership with 38 broadcasting stations affiliated with the Japan FM Network (JFN) Association, including TOKYO FM. This partnership is aimed at motivating all of the world's citizens to protect and preserve the Earth's environment under the theme, "Earth Conscious—Hearts to Love & Feel the Earth" through the Cosmo Earth Conscious Act.

Clean Campaign

While promoting a familiarity with nature, we conduct environmental activities throughout the year in areas such as mountains, rivers, ocean beaches, lakes, parks, and other locations across Japan. Through a diverse menu of activities, including live concerts by various artists and sports events held after cleanup activities, this campaign allows people of all ages, from children to adults, to enjoy nature as they participate in environmental activities. Additionally, in August we hold our trademark event, the "Cosmo Earth Conscious Act Cleanup Campaign on Mt. Fuji," for cleanup activities and eco-trekking on Mt. Fuji.



Ken Noguchi Lectures

We hold lectures across Japan featuring Ken Noguchi, an alpinist active in cleanup efforts in the Himalayas and on Mt. Fuji. Ken Noguchi also works toward the preservation of Japan's precious nature and the promotion of environmental education.



Earth Day Concert, Japan

Since 1990, Cosmo Oil has hosted Tokyo's annual Earth Day Concert, an Earth Day headliner event held every April 22 and aimed at sending out the environmental message through music to young people everywhere. In fiscal 2007, the message was dubbed "Earth Conscious—Hearts to Love & Feel the Earth" and delivered from the Nippon Budokan concert arena in Tokyo. In fiscal 2008, the concert, in its nineteenth year, was given the theme moniker "Plant a Forest from the Budokan" with a percentage of concert ticket revenues being donated to afforestation activities in Africa. This allowed all concertgoers to take an active role in creating forests in Africa.

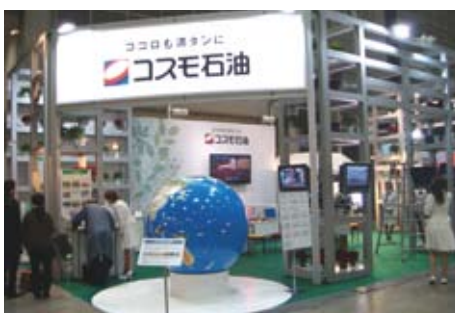
"Living with Our Planet" Radio Program

Broadcast live, this informational program introduces the natural environment of various regions and topics related to conservation activities.

Airs every week, Monday through Friday, from 6:40 a.m. to 6:45 a.m. on JFN's 38-station network.

Participation in Eco-Products 2007

Cosmo Oil operated a booth at Eco-Products 2007, Japan's largest environmental exhibition of environment-friendly products and services as well as cutting-edge social and corporate programs. The Cosmo Oil booth featured an experimental CO₂ absorber to express the Group's main theme of "the important relationship between plants and people." We used this CO₂ absorber to provide an actual demonstration of plants absorbing CO₂, and displayed an "original environmental globe" showing forest destruction and growing desertification. In addition, we used pictures and displays to provide information on Cosmo Oil's efforts to tackle environmental impact and convey the vital connection between plants and the environment.



Communicating Our Initiatives to Society

Environmental Advertising

Cosmo Oil carries out environmental preservation activities both in Japan and overseas while creating advertising to publicize its environmental contributions. In fiscal 2007, we introduced our Clean Campaign using pictures of participants as well as images of a lecture by alpinist Ken Noguchi. These advertisements stimulated interest in the Clean Campaign and the environment, and led to an increase in the number of people hoping to participate in environmental activities.

Environmental Culture Magazine *TERRE*

We actively present our message based on the concept of "thinking about the environment through people, seeing people through the environment." This enables us to consider the environment and to take action together with even more people.

